

To Whom It May Concern:

I am writing to address the Can-Spam Act and how it relates to spamming & wireless devices (primarily mobile phones). As cell phones reach a level of technology comparable to personal computers with respect to being capable of receiving full streaming video & audio messages, spamming has the potential to invade consumer's lives more than ever before. I would propose that the only advertisements that a consumer should receive on his/her wireless device are ones in which the consumer specifically requested/gave permission for. I do not believe that the responsibility should be borne by the consumer by having to join a designated "do not email/advertise to my mobile device" list. I believe that the responsibility should be borne by the advertisers by requiring them to receive & record permission by the consumer to send advertisements via that consumer's wireless device. I do not believe that the current spamming rules such as identification, return email address, subject headlines, and opting out have done an adequate job of eliminating/reducing the amount of spam to consumer's computers. The only way to ensure that spamming does not take over our lives via our mobile phones is to implement the strictest of rules & regulations to protect the consumer.